

House Study Bill 238 - Introduced

HOUSE FILE _____
BY (PROPOSED COMMITTEE ON
APPROPRIATIONS BILL BY
CHAIRPERSON RAECKER)

A BILL FOR

1 An Act relating to a state marketing and advertising
2 expenditure plan and including effective date and
3 retroactive applicability provisions.
4 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

1 Section 1. STATE MARKETING AND ADVERTISING EXPENDITURES
2 TASK FORCE.

3 1. A state marketing and advertising expenditures task
4 force is established to study and review state advertising and
5 marketing purchases and to develop a plan for collaboration
6 among state agencies in marketing and advertising expenditures.
7 The task force shall consider the amount of purchases by each
8 agency or authority of the state and the specific needs of
9 each agency or authority when completing the review of such
10 purchases and in developing a state marketing and advertising
11 expenditure plan.

12 2. The task force shall consist of all of the following
13 members:

14 a. The chief executive officer of the Iowa lottery authority
15 or the chief executive officer's designee.

16 b. The director of the department of economic development or
17 the director's designee.

18 c. The director of the department of public health or the
19 director's designee.

20 d. The president of the board of regents or the president's
21 designee.

22 e. The president of the Iowa state fair board or the
23 president's designee.

24 f. The director of the department of administrative
25 services, or the director's designee, shall serve as an ex
26 officio, nonvoting member.

27 3. The chief executive officer of the Iowa lottery
28 authority, or the chief executive officer's designee shall
29 serve as the chairperson of the task force.

30 4. The Iowa lottery authority shall provide staff
31 assistance and administrative support to the task force.

32 5. The task force shall meet at least quarterly and shall
33 submit the state marketing and advertising expenditure plan
34 to the governor and the general assembly by December 31,
35 2011. The Iowa lottery authority, the department of economic

1 development, the department of public health, the board of
2 regents, and the Iowa state fair board shall adopt rules for
3 the implementation of the state marketing and advertising
4 expenditure plan. The department of administrative services
5 shall also adopt rules for the implementation of the state
6 marketing and advertising expenditure plan and shall provide
7 guidance and administrative support to all state agencies
8 related to state agency collaboration in marketing and
9 advertising purchases.

10 6. Members of the task force shall not receive a per diem,
11 shall not be reimbursed for actual and necessary expenses while
12 in attendance at any meeting, and shall not be reimbursed for
13 travel expenses.

14 Sec. 2. EFFECTIVE UPON ENACTMENT AND RETROACTIVE
15 APPLICABILITY. This Act, being deemed of immediate importance,
16 takes effect upon enactment and applies retroactively to April
17 1, 2011.

18 EXPLANATION

19 This bill relates to a state marketing and advertising
20 expenditure plan.

21 The bill establishes a state marketing and advertising
22 expenditures task force. The bill provides that the task
23 force shall review state purchases related to advertising
24 and marketing and develop a state marketing and advertising
25 expenditure plan for collaboration by state agencies in such
26 expenditures.

27 The task force consists of the chief executive officer of
28 the Iowa lottery authority, the director of the department of
29 economic development, the director of the department of public
30 health, the president of the Iowa board of regents, and the
31 president of the Iowa state fair authority, or their respective
32 designees. The director of the department of administrative
33 services, or the director's designee, shall serve as an ex
34 officio, nonvoting member. The chief executive officer of the
35 Iowa lottery authority shall serve as the chairperson of the

1 task force. Each member agency or authority shall adopt rules
2 for the implementation of the state marketing and advertising
3 expenditure plan, and the department of administrative services
4 shall provide guidance and administrative support to all state
5 agencies related to agency collaborations in marketing and
6 advertising purchases.

7 The Iowa lottery authority shall provide staff assistance
8 and administrative support to the task force.

9 The task force is required to submit its plans to the
10 governor and the general assembly by December 31, 2011.

11 The bill provides that members of the task force shall not
12 receive per diem payments, reimbursements for expenses, or
13 reimbursements for travel.

14 The bill takes effect upon enactment and applies
15 retroactively to April 1, 2011.